



*Jerry Lewis*

MDA TELETHON



September 19, 2001

Johnathan Quinn  
Lone Star  
2525 Kell Blvd., #200  
Wichita Falls, TX 76308

Dear Johnathan:

**THANK YOU!      THANK YOU!      THANK YOU!      THANK YOU!**

On behalf of the Muscular Dystrophy Association, we extend our deep gratitude for helping with the Jerry Lewis Labor Day Telethon 2001. Because of your generosity, the Telethon was a great success, raising a total of \$240,189 for the Texoma area.

Your support is vital to MDA's ability to fund ongoing research, while making our tremendous services program possible, as well. It takes the support of many people to make the Jerry Lewis Labor Day Telethon happen and, because of you, we have waged another good fight in the battle against neuromuscular disease.

On behalf of MDA and those families whose lives are forever touched by muscular dystrophy, we thank you for caring. Your help is truly their hope.

Sincerely,

*Mary*

Mary Brown  
District Director

cc: NS, Regional Director  
File

*Thanks for everything!*



Association for Retarded Citizens Wichita County, Inc.

*Public file  
HJ*

March 15, 2000


Bob Payton  
Apex Broadcasting/KNIN/Lonestar 103  
P. O. Box 787  
Wichita Falls, Texas 76307

Dear Bob Payton,

Thank you so much for your generosity in supporting our Boot Scootin' Boogie fundraiser on February 25<sup>th</sup>. Due to the help of people such as you, the event was very successful. We raised more than anticipated and were delighted with the turnout! We really could not have done it without the contributions of every single person involved, from those who contributed a silent auction item to those who were major sponsors.

Your participation made possible the achievement of our financial goal. The funds raised will go a long way towards paying for the very important programs **The Arc** provides to persons with mental retardation and other developmental disabilities. Your support is greatly appreciated.

Sincerely,

  
Sue DiGiampaolo  
Ways & Means Chairperson

Sincerely,

  
Jackie Hall  
Event Chairperson



82d Training Wing Commander  
80th Flying Training Wing Commander  
419 G Ave Suite 1  
Sheppard AFB TX 76311-2941

JAN 21 2000

Mr. Bob Payton  
APEX Broadcasting  
2525 Kemp Blvd Suite 206  
Wichita Falls TX 76308

Dear Mr. Payton

Thank you so much for your support and sponsorship of our air show. Please pass on our heartfelt thanks to the rest of your organization for all their support. Thanks to your efforts, we received many compliments from the visiting aircrews and community residents who were truly impressed with Team Sheppard. We could not have done it without you! In appreciation of your hard work, please accept these Commanders' coins. There is one coin from each wing here on Sheppard. Again, thanks for all your support - your involvement contributed greatly in making Sights and Sounds of Freedom '99 a huge success!

A handwritten signature in cursive script, reading "Kurt A. Cichowski".

KURT A. CICHOWSKI  
Colonel, USAF  
Commander, 80th Flying Training Wing

A handwritten signature in cursive script, reading "Sharla J. Cook".

SHARLA J. COOK  
Brigadier General, USAF  
Commander, 82d Training Wing

Attachments:

1. 82 TRW Coin
2. 80 FTW Coin

# Lacks.

Furniture ♦ Appliances ♦ Electronics ♦ Bedding

January 11, 2000

**MELVIN LACK**  
President/CEO

Mr. Bob Payton  
KWFS, KNIN, KTLT  
P. O. Box 1103  
Wichita Falls, TX 76307

Dear Mr. Payton:

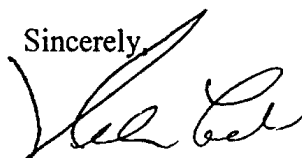
Christmas is over, and the trees from our Trim-A-Tree promotion have come down. In late December, we delivered almost 100,000 items of food to community food banks and kitchens throughout the state of Texas and Oklahoma. We are so proud of our participating charities and of our associates at Lack's -- and, we couldn't have done it without your help.

So many things were accomplished. There were over 200 participating church, school, and charitable organizations. They ranged from school organizations to neighborhood associates, from boy scout troops to 4-H clubs, from student councils to the ABWA, from environmentalists to a center for abused children. All of these organizations participated in the decorating of the trees and in the drive to bring in "votes," or items of food.

We've written checks for the winners at every store, and congratulated the organizations for their effort in helping collect so much food to help feed the hungry. We hope the spirit generated by our Trim-A-Tree promotion goes on throughout the year as we all try to make our communities better places in which to live.

As I said, we couldn't have done it without our media partners. The attention you give to our efforts and to the Trim-A-Tree promotion encourages people to bring food to the stores and to be receptive to the organizations as they collect food within the community. Whether you have highlighted us on a PSA or had a Lack's associate for an interview or collected food at your station, each effort made a difference. We appreciate what you did, and we hope we can count on you to do it next year. Thank you.

Sincerely,



Melvin Lack

# R I V E R B E N D NATURE WORKS™

February 3, 2003

Julie Pruitt  
KFDX TV 3  
P.O. Box 4888  
Wichita Falls, TX 76308

Dear Julie,

River Bend Nature Works is pleased to announce that ElectriCrittters was a huge success! Almost 3,000 people entered the gates of River Bend during this wonderful lighted trail exhibit. We thank you for participating as a media sponsor and helping us publicize ElectriCrittters. We also want to thank Shelby Baker, Dan Dickens, Kerri Hinkle, and Doug Bilyeu for participating in our Celebrity Story Telling. This was a very popular event during ElectriCrittters.

We are thrilled that we were able to reach our goals for ElectriCrittters. River Bend experienced a 400% increase in patronage for this time of year! This unique event also increased public awareness as to our location and services as many new friends signed up to receive information regarding our programs and events. We know from the thousands of positive comments that ElectriCrittters provided great family entertainment during the holiday season!

It is our hope that you were as pleased with this exhibit as we were. We appreciate your faith in us, by supporting us in this new endeavor. We are already making plans for the second annual ElectriCrittters for 2003! We hope you will consider participating with us again.

Sincerely,

*Marcia Bernhardt*

Marcia Bernhardt  
ElectriCrittters Chair

*Beverly Williamson*

Beverly Williamson  
RBNW Executive Director

MR. AND MRS. AL C. FLACK, JR.  
4620 WILLOW BEND  
WICHITA FALLS, TEXAS, 76310

February 10, 2003

Ms. Julie Pruitt  
KFDX Channel 3  
4500 Seymour Hwy.  
Wichita Falls, TX 76309

Dear Julie,

Please accept a big thank you from all of my family for the brief video of your stations NASA Story filmed at Washington/Jackson Elementary School. Mary Gladys and I wanted to keep a copy of this nice short news segment since our Grand-Daughter, Natalie Flack , was included in the story.

You and your staff continue to do excellent work by promoting and supporting our community in many ways such as the Women's Exposition held this past Saturday.

Thank you again Julie for making this short video available to us. We appreciate you and your staff very much.

Sincerely,



Al Flack



Association for Retarded Citizens Wichita County, Inc.

March 4, 2003

Julie Pruett  
KFDX TV-3  
P.O. Box 4888 Wichita Falls

Dear Julie Pruett ,

On behalf of the Board of Directors I would like to express our appreciation for your support of our 7th annual Boot Scootin' Boogie fundraiser.

It is generosity like yours that enables us to keep providing our programs and services to people with mental retardation and or developmental disabilities. Your participation and support helped to make this our biggest and best fundraiser ever.

Once again thank you for supporting our mission, to expand opportunities for people with mental retardation and other developmental disabilities, to be included in their communities.

Sincerely,

Sandra Adair  
President



# MIDWESTERN STATE UNIVERSITY

Lamar D. Fain College of Fine Arts  
3410 Taft Boulevard Wichita Falls, Texas 76308-2099  
Office: 940-397-4243 Fax: 940-397-4909

Wednesday, March 5, 2003

Mr. Dan Garcia  
News Director, KFDX-Channel 3  
4500 Seymour Highway  
Wichita Falls, TX 76309

Dear Dan,

I am writing to thank you for taking the time to participate in the MSU Media Club's recent workshop on resumes and interviewing. As I've told you previously, I am always grateful for working professionals who will take the time to meet with our students, and I appreciate the fact that you are always willing to help when we call you.

The class discussions in the few days following the workshop were extremely interesting. Students who attended the event appear to have talked to their friends, which led to further discussions about the career world that awaits the students once they graduate.

Thanks again.

Sincerely

Dr. Jim Sernoe  
Department of Mass Communication  
Faculty Adviser, MSU Media Club

c: Ashley Vannucci, Media Club President





**American Red Cross**  
**of North Central Texas**  
1809 5th Street  
Wichita Falls, Texas 76301-2198  
(940) 322-8686

March 6, 2003

Ms. Julie Pruett  
KFDX TV 3  
4500 Seymour Hwy.  
Wichita Falls TX 76309

Dear Ms. Pruett,

Since 1995, the American Red Cross of North Central Texas has been honored as the sole beneficiary of proceeds from the North Texas Restaurant Association's "Taste of the Town." The "Taste of the Town" is the largest single fundraising event for our chapter each year. KFDX's participation in "Taste of the Town" was important to the success of this event and we are grateful for your time. It demonstrates the station's commitment to supporting the humanitarian work of the Red Cross.

The publicity we received through Shelby's noon program, Doug and Emily's evening newscasts, and the generously aired Public Service Announcements really increased our visibility in homes across our community. This resulted in a substantial increase in telephone inquiries and ticket sales. We don't see this as mere coincidence – it was the great publicity from our good friends at KFDX. Then, as "the icing on the cake," we had Skip's wonderful live broadcast from the MPEC Event Hall during the "Taste of the Town." How do we adequately say thank you?

Because of the generosity of participating restaurants, the media, and wonderful volunteers, the local American Red Cross is able to serve families in a 16 county service area in times of emergency. We are there administering first aid, supplying food, clothing, and shelter. We are there meeting the emotional and material needs of victims. When a disaster ceases to be in the headlines, we will still be there helping families get back on their feet. We are there to serve our neighbors when they need us.

It is because of caring, compassionate people like you and all our friends at KFDX that the American Red Cross is able to reach out a helping hand to individuals in our community. Because of you, a single mom and her children will know where to turn when a tornado destroys their home. Because of you, a family will have a place to stay after a fire. Our community will be a better place, because of you. Your part in the "Taste of the Town" will make a difference in the lives of your neighbors, and it is on their behalf that I say thank you.

Sincerely,

Georganne Payne  
Director, Financial Development





**Nonprofit  
Management  
Center**  
of Wichita Falls

2301 Kell Blvd.  
Suite 218  
Wichita Falls, TX 76308

940-322-4961  
FAX: 940-322-4962  
nonprofitctr@cst.net

April 4, 2003

Ms. Julie Pruitt  
KFDX, Channel 3  
4500 Seymour Highway  
Wichita Falls, TX 76310

Dear Julie:

The 2003 North Texas Conference for Women was a huge success according to the comments and evaluations. And a huge part of this was due to the excellent publicity the conference received. Thank you for everything you did. The television coverage was great! We also appreciate you allowing us to use the pipe and draping that belongs to KFDX.

We met our goal of offering a fun educational day for women and even a few men. HELOISE was a great speaker and very well liked by the audience and the people she met at Sheppard on her tour there.

We now evaluate and begin planning for next year. I hope you will again be a sponsor in 2004!

Sincerely,

Dee E. Decker  
Executive Director

Cooperation Collection  
of



The Foundation Center





## THE REHAB AUCTION

Benefiting  
North Texas Rehabilitation Center  
1005 Midwestern Pkwy.  
Wichita Falls, Texas 76302-2211  
(940) 322-0771

May 19, 2003

Julie Pruett  
KFDX TV 3  
4500 Seymour Highway  
Wichita Falls, Texas 76309

Dear Julie and News Team:

We cannot thank you enough for your promotion of the 35<sup>th</sup> Annual Rehab Auction. The Auction is the largest fundraiser for the Center, partially funding the Sponsored Services Program at the North Texas Rehabilitation Center. Auction donations continue to come in, and it looks like our revenues will be over \$180,000!

In 2002, we provided therapy and wellness services for over 5,580 infants, children and adults from 23 counties of North Texas and Southern Oklahoma and \$785,000 in Sponsored Services for those clients who qualified. Fundraising efforts generate only a portion of the total needed to cover those sponsorships. Your help is vital to our ability to continue our mission. We could not do it without you.

We are committed to, grateful for, and dependent upon this generous community, and to you, for making a difference in so many lives through the Rehab Center. See you at the Texas Ranch Roundup August 15-16!

Best regards,

Lisa Lawson  
Director of Marketing and Development

*Thanks so  
much for  
everything*

# *Rathgeber Hospitality House* \_\_\_\_\_

June 3, 2000

Julie Pruett  
KFDX-TV  
4500 Seymour Highway  
Wichita Falls, TX 76309

Julie,

I wanted to take this opportunity to thank you for your efforts in connection with the Rathgeber Hospitality House. I know time is valuable and the Creative Services department has a very busy schedule. But, the corporate video they helped produce will allow the Rathgeber House to raise money to keep its doors open. After working with them as a volunteer this past year, I have come to realize what a wonderful service they provide and what an awesome responsibility fundraising can be. The video will make "selling" the House much easier. Thank you for providing the resources needed to make this possible.

I also wanted to commend your staff on their friendly and professional attitudes. They made everyone feel comfortable and took the time to do things right. The extra touches they provided while shooting and editing are greatly appreciated. I know it's impossible to accompany every crew on every shoot, so I just wanted you to know how well Chad Johnson and his department represented KFDX. They made me proud to have once been associated with such a top-notch operation.

Thanks again for your efforts,



Laura Von Loh

# HARVEST

## DRUG & GIFT



June 17, 2003

KFDX Channel 3  
4500 Seymour Hwy  
Wichita Falls, Texas 76309

Thank you so much for your help in getting the word out about the first annual Community Health Fair benefiting the North Texas Rehab Center. Your efforts in getting the word out was a key in making the fair a great success.

Your continuous contribution to this area is appreciated by all of us here in North Texas and surrounding areas as well.

Thank you again and we look forward to working with you in the future, including our second annual Community Health Fair next year.

Sincerely,



Janet Beard and Staff  
Harvest Drug & Gift

3409 McNiel  
Wichita Falls  
Texas 76308

940.692.7081  
800.460.5282  
Fax 940.692.9676

[www.harvestdrug.com](http://www.harvestdrug.com)  
[harvestdrug@harvestdrug.com](mailto:harvestdrug@harvestdrug.com)



**PATTERSON**  
**AUTO CENTER**  
OLDSMOBILE • GMC • TOYOTA • MERCEDES-BENZ • DODGE • HYUNDAI

Central Expwy. between  
Kell Blvd. & Old Jacksboro Hwy.  
P.O. Box 5168  
Wichita Falls, Texas 76307-5168  
940/766-0293

*The People Pleasin' Car and Truck Place*

---

July 17, 2003

Julie Pruitt  
KFDX TV 3  
Seymour Hwy  
Wichita Falls, TX 76308

Dear Julie,

Thank you so much for your willingness to partner up with a host of community leaders for the John Bledsoe Leadership Seminar/Breakfast. Your help made it a tremendous success. Feedback from the event has been GREAT. Wichita Falls is headed in the right direction, thanks to leadership involvement like yours.

We hope the event exceeded your expectations and you personally received much benefit and your team is fully charged. Brenda and I are indebted to you for your assistance of partnership towards the community and generosity toward Wichita Christian School.

Respectfully,

Harry & Brenda Patterson

HP/ml



**TEXAS RANCH ROUNDUP**  
**Co-Sponsored By**  
**North Texas Rehab Center and**  
**Bud Light**

1005 Midwestern Parkway  
Wichita Falls, Texas 76302-2211

August 29, 2003

Ms. Julie Pruett  
KFDX TV 3  
P.O. Box 4888  
Wichita Falls, Texas 76308

Dear Julie:

Thank you for helping to make the 23rd Annual Texas Ranch Roundup a wonderful success. We are so grateful to you and your staff for all you did to publicize the event from donating air time to making room for us on the noon and morning noon shows. It is always such a pleasure to work with you guys.

Events such as the Texas Ranch Roundup raise funds to help pay for sponsored services for those who cannot pay all or part of the cost of treatment. Last year, the Rehab Center provided \$2.6 million in uncompensated care, an amount that continues to rise each year.

We were honored to have you as our partner this year, and are extremely grateful to you for your commitment to making a difference through the Rehab Center and the Texas Ranch Roundup. You have been a strong advocate for the Center, and we're looking forward to working with you on the Board of Directors.

Best personal regards,

Mike Castles  
President

Lisa Lawson  
Director of Marketing and Development



**American  
Red Cross**

*Blood Donor Centers*

Bryan-College Station  
701 University Dr East,  
Suite 103  
College Station, TX 77840  
Phone (409) 268-4755  
Fax (409) 268-4063

Dallas  
One Medical Pkwy., Suite 109  
Farmers Branch, TX 75234  
Phone (972) 241-4483  
Fax (972) 241-2250

Harlingen  
612 Ed Carey Dr.  
Harlingen, TX 78550  
Phone (956) 428-8267  
Fax (956) 428-4728

Longview  
1604 Hwy 31  
Longview, TX 75604  
Phone (903) 753-2091  
Fax (903) 753-7143

Waco  
4224 Cobbs Dr  
Waco, TX 76710  
Phone (254) 776-8754  
Fax (254) 776-9089

Wichita Falls  
1809 5th St  
Wichita Falls, TX 76301  
Phone (940) 322-8686  
Fax (940) 322-1791

Visit our website at  
[www.redcrosstexas.org](http://www.redcrosstexas.org)

Blood Services, Texas Division  
1809 5th St.  
Wichita Falls, TX 76301  
Phone: (940) 322-8686  
Fax: (940) 322-1791

October 24, 2003

Ms. Julie Pruett  
KFDX TV 3  
4500 Seymour Hwy  
Wichita Falls, TX 76309

Dear Julie:

I want to extend to you our sincere thanks for allowing us to have a blood drive at the Senior Focus held on October 18. This drive allowed us to collect 5 productive units and visit with numerous residents about the importance of donating blood. You can be proud that these precious units can be used to help save the lives of up to 15 patients.

Your planning and dedication will allow physicians to save the lives of cancer patients, accident victims and children with blood disorders, among others. You and your donors may not think of yourselves as heroes, but the patients and the families of those you helped save certainly do!

The need for blood donations continues to grow every year as advancements in medical science find new ways to save and enhance the quality of life for those suffering from major illness. Your continued support is vital to our mission and the patients we serve. We sincerely appreciate your participation in our lifesaving mission and look forward to working with you again.

Every two seconds, someone in America needs blood. This affects every single American, where they work, live and play, whether it's a friend, family member, neighbor or someone you may never meet who needs blood.

Again Julie, thank you for your continued support. If you have any questions or concerns please contact me at 322-8686 ext 29, or by email at [woodjen@usa.redcross.org](mailto:woodjen@usa.redcross.org).

Sincerely,

Jennifer Wood  
Donor Recruitment Representative







**Nonprofit  
Management  
Center**

of Wichita Falls

November 3, 2003

2301 Kell Blvd.  
Suite 218  
Wichita Falls, TX 76308

940-322-4961  
FAX: 940-322-4962  
nonprofitctr@cst.net  
<http://www.nonprofitcenterwf.org>

Mr. Skip McBride  
KFDX Channel 3  
4500 Seymour Highway  
Wichita Falls, TX 76309

Dear Mr. McBride

Thank you for serving as a "celebrity captain" for **Teens Make a Difference Day**, October 25, 2003! This was an exciting day as 863 t-shirts were distributed to Teens and adults completing 43 projects in Wichita County.

You were selected by the **TEENS** as someone they would like to work with and respected. **Teens Make a Difference Day** is an effort by the Nonprofit Management Center to:

- Create a new generation of volunteers
- Educate Teens about nonprofit organizations
- Help nonprofit organizations with needed work
- Let the public know about the good things Teens do

Thank you again for making this project a success!

Sincerely,

Cooperation Collection  
of



The Foundation Center

*Penny Henderson*  
Penny Henderson  
Event Chair

*Dee Decker*  
Dee Decker  
Executive Director

*Linda Gamber*  
Linda Gamber  
Executive Asst.



United Way

Station Manager  
KFDX Channel 3  
4500 Seymour Hwy  
Wichita Falls, Texas 76309

*Skip*  
*DAN*

Dear Sir:

On Saturday, November 15, 2003, our semi-annual area Safety Seminar for pilots was held at Wichita Valley Airport near Iowa Park, Texas. The seminar focused on winter weather, as this is a leading cause of accidents and fatalities involving aircraft. Your lead meteorologist, Skip McBride, was asked to speak to the group concerning warning signs and phenomenon associated with deteriorating fall and winter weather. Skip's presentation was professional and informative, while being very personal and entertaining. His Air Force career, and his long career with local television, gave him great credibility.

Please pass on our thanks for a job well done, and praises to the management of Channel 3 for employing folks who are involved with community activities outside of their regular work assignments. Skip is a great ambassador for your station, and a great asset to our community.

Sincerely,



Jim McElvain

Operations Supervisor for the Fort Worth Flight Standards District Office

Signing for the Wichita Falls Aviation Safety Committee.

# Rathgeber Hospitality House

April 29, 2003

Mrs. Julie Pruett, General Manager  
KFDX TV 3  
4500 Seymour Hwy.  
Wichita Falls, TX 76309

Dear Julie:

On behalf of the Rathgeber Hospitality House, I would like to thank you for your generosity in developing the Rathgeber promotional video. Chad was wonderful to work with and was very helpful in finalizing the edited copy. We are so proud of the video and have already line up times to present it to different civic organizations and other groups. We could not have done this with your help.

Your thoughtfulness in helping others through the Rathgeber Hospitality House is deeply appreciated.

Sincerely,



Kim Tomlinson  
Director

*Thanks so much!*



We build strong kids,  
strong families, strong communities.

Wayne Reed  
KFDX TV 3  
4500 Seymour Hwy.  
Wichita Falls, TX 76309

May 4, 2003

Dear Wayne,

We had a fantastic time at KidsFest this past Saturday. It seemed like the lines never ended and everyone was having a good time. You had great support from you major sponsors and a nice variety of vendors in the other booths as well.

On behalf of all the staff at the YMCA who work with kids, I want to thank you for the Best of Show award we received. We had only planned on having an interactive booth and didn't expect the extra recognition. Our plaque is displayed at the Downtown Branch YMCA this week and it will be taken to the Bill Bartley Branch YMCA next Monday so they can also show it off. I want to thank you for the \$100.00 as well. What a bonus! That money has been deposited in the different department accounts to help defer the cost of our booth.

You all are a joy to work with and very kid friendly whether at the station or out in public. You make our jobs easier with the assistance of public service announcements, morning and noon show spots as well as spotlight stories on our many activities. I personally can't thank you enough for all you've done for me and my branch.

Give everyone involved a great big pat on the back for a job well done and greatly appreciated this past Saturday.

Sincerely,

Sandra K. Shawver, Branch Director  
YMCA Child Care

Wichita Falls YMCA - Child Care Branch ● 1010 9<sup>th</sup> Street ● Wichita Falls, Texas 76301  
940-322-7816 ● fax: 940-322-7504

YMCA mission To put Christian principles into practice through programs that build healthy spirit, mind, and body for all



December 30, 2003

Julie Pruett, General Manager  
KFDX-TV3  
P. O. Box 4888  
Wichita Falls, Texas 76308

Re: Hospice of Wichita Falls, Inc. Tree of Lights

Dear Julie:

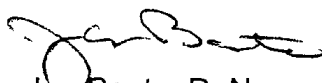
The Hospice of Wichita Falls Tree of Lights and its beautiful star lit up the sky during the holiday season, thanks to the warmth and generosity of KFDX TV3 and the people of this community. We are so grateful to you for all of the outstanding coverage of the Tree campaign during the months of November and December and the ongoing reminders that your news anchors provided to your viewers.

Thank you, too, for listing the names of our Tree of Lights donors during your newscasts. I know that this takes a lot of time to do, but it is such a wonderful reminder to your viewers that the campaign is in full swing, and means so much to so many people. And, each year, your staff does a wonderful job covering the tree and star lightings.

Again, many thanks for your unending support. Everyone at Channel 3 is so very professional. We look forward to working with you next year.

With best wishes for a happy and healthy 2004, I am,

Very truly yours,

  
Jan Banta, R. N.  
Executive Director

JB:dap

940-691-0982 fax 940-691-1608  
4909 Johnson Road, Wichita Falls, Texas 76310  
W. Erle and Emma White Hospice Center 940-691-7100  
[www.hospiceofwf.org](http://www.hospiceofwf.org)